

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1 (currently amended): A method, comprising:

receiving one or more unmodified video data streams comprised of television content;  
creating one or more integrated video data streams by integrating interactive content into the one or more unmodified video data streams based on one or more rules targeting receiving devices in receivers having a particular characteristic geographic location; and  
transmitting the one or more integrated video data streams to one or more receivers receiving devices having the particular characteristic geographic location for simultaneous display of the interactive content with the television content.

2 (previously presented): The method of claim 1, wherein the interactive content includes Internet advertising content and the television content includes television commercial content.

3 (previously presented): The method of claim 1, further comprising:

using data associated with the interactive content and data associated with the television content to link the interactive content with the television content.

4 (currently amended): The method of claim 1, further comprising:

displaying the one or more integrated video data streams at the one or more receivers receiving devices having the particular characteristic geographic location to allow a user to interact with the interactive content.

5 (previously presented): The method of claim 1, wherein integrating the interactive content into the one or more unmodified video data streams includes integrating the interactive content with the television content without modifying the interactive content and the television content.

6 (original): The method of claim 1, wherein the interactive content includes an advertising banner.

7 (canceled): ~~The method of claim 1, wherein the particular characteristic is based on tracked user interactions with the interactive content.~~

8 (currently amended): A system for integrating content, comprising:

an integration unit configured to create one or more integrated video data streams by integrating interactive content into one or more unmodified video data streams comprised of television content based on one or more rules targeting ~~receivers-receiving devices in having a particular characteristic~~geographic location, and further configured to transmit the one or more integrated video data streams to one or more ~~receivers-receiving devices~~ having the particular ~~characteristic~~geographic location for simultaneous display of the interactive content with the television content.

9 (previously presented): The system of claim 8, wherein the interactive content includes Internet advertising content and the television content includes television commercial content.

10 (previously presented): The system of claim 8, further comprising:

a storage unit configured to store data associated with the interactive content and data associated with the television content; and

a linking unit configured to link the interactive content with the television content based on the data stored in the storage unit.

11 (previously presented): The system of claim 8, further comprising:

a receiving unit configured to receive the one or more integrated video data streams; and

a display unit configured to display the one or more integrated video data streams and to allow a user to interact with the interactive content.

12 (previously presented): The system of claim 8, wherein the integration unit is configured to integrate the interactive content with the television content without modifying the interactive content and the television content.

13 (original): The system of claim 8, wherein the interactive content includes an advertising banner.

14 (currently amended): The method of claim 8, further comprising:

a tracking unit to track user interactions with the ~~integrated~~ interactive content.

15 (currently amended): A method for processing one or more video data streams, the method comprising:

receiving one or more unmodified video data streams;

downloading interactive content;

integrating, based on one or more rules targeting ~~receivers-receiving devices in having a particular characteristic~~ geographic location, the interactive content with the one or more unmodified video data streams to create one or more integrated video data streams; and

transmitting the one or more integrated video data streams to one or more ~~receivers receiving devices having the particular characteristic~~ geographic location for simultaneous display of the interactive content with the one or more unmodified video data streams.

16 (currently amended): The method of claim 15, further comprising:

displaying the one or more integrated video data streams at the one or more ~~receivers receiving devices~~ having the particular ~~characteristic~~ geographic location; and

launching interactive services via the one or more integrated video data streams.

17 (currently amended): The method of claim 15, wherein the one or more ~~receivers-receiving devices~~ having the particular characteristic geographic location include a set-top box.

18 (previously presented): The method of claim 15, wherein the one or more unmodified video data streams includes television commercial content.

19 (currently amended): The method of claim 15, further comprising:

defining the particular ~~characteristic~~ geographic location to target ~~receivers-receiving devices~~ associated with a specific market, or group, or geographic region.

20 (currently amended): A system for processing one or more video data streams comprising:

a receiving unit configured to receive one or more unmodified video data streams;

a downloading unit configured to download interactive content;

an integration unit configured to integrate, based on one or more rules targeting ~~receivers~~ receiving devices in having a particular characteristic geographic location, the interactive content with the one or more unmodified video data streams to create one or more integrated video data streams; and

a transmitting unit configured to transmit the integrated video data streams to one or more ~~receivers~~ receiving devices having the particular characteristic geographic location for simultaneous display of the interactive content with the one or more unmodified video data streams.

21 (currently amended): The system of claim 20, wherein the one or more ~~receivers~~ receiving devices having the particular characteristic geographic location include a set-top box.

22 (previously presented): The system of claim 20, wherein the one or more unmodified video data streams include television commercial content.

23 (currently amended): The system of claim 20, further comprising:

a targeting unit configured to define the particular ~~characteristic geographic location~~ to target ~~receivers~~ receiving devices associated with a specific market, ~~or group, or geographic region.~~

24 (currently amended): A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation, comprising:

creating one or more integrated video data streams by integrating, based on one or more rules targeting ~~receivers~~ receiving devices in having a particular characteristic geographic location, interactive content with one or more unmodified video data streams comprised of television content; and

transmitting the one or more integrated video data streams to one or more ~~receivers~~  
receiving devices having the particular ~~characteristic~~geographic location for simultaneous  
display of the interactive content with the television content.

25 (previously presented): The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, cause the processor to perform an operation comprising:

using data associated with the interactive content and data associated with the television content to link the interactive content with the television content.

26 (currently amended): The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, cause the processor to perform an operation comprising:

displaying the one or more integrated video data streams at the one or more ~~receivers~~  
receiving devices having the particular ~~characteristic~~geographic location to allow a user to interact with the interactive content.

27 (currently amended): A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

receiving one or more unmodified video data streams;

downloading interactive content;

integrating, based on one or more rules targeting ~~receivers~~receiving devices in ~~having a~~  
particular ~~characteristic~~geographic location, the interactive content with the one or more unmodified video data streams to create one or more integrated video data streams; and

transmitting the one or more integrated video data streams to one or more ~~receivers~~  
receiving devices having the particular ~~characteristic~~geographic location for simultaneous  
display of the interactive content with the one or more unmodified video data streams.